



GENERAL INFORMATION

TITEL

Planning and execution of market visit to Germany and market board meetings for healthcare or healthtech companies

REQUESTING ORGANISATION

Erhvervshus Hovedstaden, Fruebjergvej 3, 2100 København Ø
CVR-nr. 40084711

DATE

11 June 2024

DEADLINE FOR PROPOSAL

30 June 2024

COMMUNICATION

Questions may be directed at Project Manager Pernille Middelboe Frederiksen, e-mail: pfr@ehhs.dk, phone: 61 88 46 81

BACKGROUND

REQUESTING ORGANISATION

Erhvervshus Hovedstaden (EHHS) help startups and small and medium-sized enterprises (SMEs) reach their full potential through individual sparring and programmes within a range of business areas, e.g. business development, innovation, digitalization, sustainability, and internationalisation. We are approximately 100 employees including business developers and project managers with specialized experience and in-depth knowledge of developing and growing SMEs.

LIGHTHOUSE LIFE SCIENCE

Lighthouse Life Science was launched in 2022 by a large number of public and private actors including e.g. Danish Life Science Cluster, Erhvervshus Hovedstaden, regions, hospitals, municipalities, knowledge institutions and small and medium-sized enterprises.

The purpose of Lighthouse Life Science is to create innovation that improves health, strengthens business growth and positions Denmark as an international lighthouse within life science. The Lighthouse Life Science focuses on developing and scaling new solutions that promote equality in health with a focus on mental health and obesity.

The Lighthouse Life Science is funded by The European Regional Development Fund and the Danish Board of Business Development who have granted 73 million DKK to the project during 2023-2026.

Learn more at erhvervsfyrtårnlifescience.dk

THE PROGRAMME

Within Lighthouse Life Science a number of companies will have the opportunity to participate in an international scaling programme that strengthen the companies' international capabilities and enable them to scale their solutions successfully to a specific international market.

The programme will commence with two preparatory workshops followed by a market visit, and





individual market board meetings. At the same time, the companies will receive individual sparring from business developers and market experts. The objective is for the participating companies to develop an actionable international go-to-market plan targeted at the specific market. All activities in the programme must support this objective. The programme has a duration of approximately 5 months.

The programme will include three cohorts of 10-15 companies. Each cohort will be targeted at a specific international market and are expected to take place in October 2024-February 2025, February 2025-June 2025, and October 2025-February 2026 respectively.

This supplier search concerns planning and execution of market visit to Germany and market board meetings for the first cohort expected in October 2024-February 2025. A second supplier search concerns the facilitation of workshops. Potential suppliers are invited to submit a proposal for one or both of these assignments.

TARGET AUDIENCE

The Lighthouse Life Science is targeted at companies that develop and market healthcare or healthtech solutions (including e.g. healthtech, digital health, healthcare and medical devices, but excluding pharma) that promote equality in health.

The companies participating in the international scaling programme are expected to:

- Have a healthcare or healthtech solution targeting B2G or B2B markets
- Have a healthcare or healthtech solution that has traction on the Danish or another market and have the potential for successfully scaling the solution internationally
- Have a management team with an international mindset as well as the financial and organizational capacity for internationalization
- Be committed to investing time and effort into participating in the programme as well as developing the company and the team behind it

DESCRIPTION OF THE ASSIGNMENT

CRITERIA OF SUCCESS

The objective of the programme is for the participating companies to develop an actionable international go-to-market plan targeted at the German market. The market visit to Germany and the market board meetings must contribute to qualifying the companies' go-to-market plan and prepare them for entering the German market with their healthcare or healthtech solution. After participating in the market visit and individual market board meetings, the companies are expected to:

- Have obtained practical insights into the market structures and dynamics of the German market for healthcare and healthtech solutions, e.g. reimbursement models and regulatory requirements
- Have met with relevant representatives of the German healthcare system, e.g. potential customers, decision makers, reimbursement representatives, key opinion leaders, and healthcare professionals, and understand their pains and gains
- Have built relationships with a relevant network in the German market
- Have a thorough understanding of how their solutions and business models fit into the German market and what it requires to succeed in the market

THE ASSIGNMENT

The supplier is expected to plan and execute a 3-day market visit to Germany as well as individual market board meetings for the participating companies.





The market visit is expected to take place at one destination in Germany (e.g. a city or an area). The supplier is invited to suggest the destination for the market visit that the supplier deems most relevant for healthcare and healthtech companies. The objective of the 3-day market visit is for the companies to qualify their go-to-market plan for the German market by testing their hypothesis about the market and their go-to-market plan. This may include e.g. networking receptions, meetings with stakeholders / network contacts (e.g. key opinion leaders, health professionals, decision makers, reimbursement representatives, potential customers, industry partners or investors), site visits, peer meetings, or other activities.

If possible, Erhvervshus Hovedstaden would like the market visit to include 1-2 individual meetings for each company with relevant stakeholders / network contacts in order to receive individual feedback on their solution. In the proposal, the supplier must specify whether this is possible. The list of companies participating in the market visit and market board meetings will be finalized in early October. The market visit to Germany is expected to take place in week 48 of 2024 (may be subject to changes).

The objective of the individual market board meetings is for the participating companies to get individual feedback on their go-to-market plan for the German market from a panel of 3-4 relevant stakeholders e.g. decision makers, key opinion leaders, health professionals, potential industry partners, investors or other experts relevant to each company. The market board meetings are expected to be online meetings of 1-2 hours duration, during which the company will pitch its solution and go-to-market plan and receive constructive feedback from the panel. The individual market board meetings are expected to be held over 2-3 days in January 2025.

Erhvervshus Hovedstaden will be responsible for the overall planning and coordination of the international scaling programme. However, the supplier is expected to take an active part in making the whole programme a success. That includes an active dialogue with Erhvervshus Hovedstaden about the draft programme for the market visit and market board meetings as well as adapting the programme, if necessary. This is expected to be included in the cost of the market visit and market board meetings.

BUDGET

The budget for planning and execution of a 3-day market visit to Germany as well as the individual market board meetings is up to DKK 180.000 excluding VAT. This budget includes all expenses related to the assignment (e.g. transportation around the destination in Germany, venues, catering during meetings, and other expenses). Please note that the participating companies are responsible for organising transportation to/from the destination and accommodation at the destination and will incur the expenses related to this.

The assignment will be awarded to one supplier.

Erhvervshus Hovedstaden may want to buy additional services from the supplier. These additional services will be paid for using an hourly rate. The timeframe for the assignment may be extended if needed.

The international scaling programme is co-funded by The European Regional Development Fund. Therefore, the participating companies are required to fill out a number of mandatory EU documents prior to their participation. The collaboration with the supplier must not result in any additional documentation for the companies.

SUPPLIER PROFILE

Erhvervshus Hovedstaden is looking for a supplier to plan and execute a market visit to Germany as





well as individual market board meetings for the participating companies. The supplier is expected to have in-depth knowledge as well as practical experience with entry into the German market for small and medium-sized healthtech and healthcare companies.

The supplier is also expected to have an extensive network of relevant contacts in the German market, i.e. decision makers, key opinion leaders, health professionals, users, potential partners, investors, and other stakeholders, and to be able to facilitate contact with and access to them for the participating companies.

PROPOSAL

SUBMITTING A PROPOSAL

Erhvervshus Hovedstaden will accept proposals of max. 5 A4 pages (including appendices) including as a minimum:

A. Qualifications

- Competencies, results, and references in relation to the assignment
- Experience with similar assignments
- Experience with internationalisation of small and medium-sized healthcare and healthtech companies

B. Execution of the assignment

- A draft programme for the market visit, including themes, types of events, timeline and expected stakeholders / network contacts as well as reasons for choice of destination
- A draft programme for the market board meetings, including expected stakeholders / network contacts
- Any preconditions for the proposal

C: Price

- The price for planning and executing a 3-day market visit to Germany
- The price per company for planning and executing an individual market board meeting
- An hourly rate for additional services
- Prices must be excluding VAT and include all expenses related to the assignment

D: Practical information

- Contact information
- Date of the proposal

The proposal must be sent to Project Manager Pernille Middelboe Frederiksen at pfr@ehhs.dk no later than the deadline for the proposal.

EVALUATION OF PROPOSALS

The evaluation of the proposals received will be based on an overall assessment of the suppliers' ability to deliver on the assignment. The overall assessment will be based on the evaluation criteria 'price' (40%) and 'quality' (60%) where quality will be based on the supplier's description of 'qualifications' and 'execution of the assignment' in the proposal.

The supplier or suppliers that Erhvervshus Hovedstaden consider to be most suitable for the assignment will be invited to give a detailed presentation of their proposal. Hereafter, at final decision will be made.





TERMS FOR SUBMITTING A PROPOSAL

Erhvervshus Hovedstaden is aware of acting in accordance with the administrative principles of objectivity, financially sound management, the prohibition against taking extraneous considerations, the principle of equal treatment, and the principle of proportionality.

Erhvervshus Hovedstaden is conducting this supplier search to meet the EU's requirements to ensure that the service is purchased on market terms and to find a supplier who can carry out the assignment in the best possible manner. The purchase concerns goods/services below the threshold values.

The Lighthouse Life Science is approved by the Danish Board of Business Development and administered by the Danish Business Authority. Due to administrative changes from the Danish Business Authority the purchase may be changed or lapse and thus, Erhvervshus Hovedstaden reserves the right to not make use of any of the proposals received.

Erhvervshus Hovedstaden also reserves the right to not choose any of the received proposals if none are deemed qualified for performing the assignment satisfactorily.

